# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 24, 1998

**RJR Account #204600**
Mr. G. Louras
SAM FRANK, INC.

**MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266**

Dear Gus:

*WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT* has been ordered (see quantities listed below), as well as 30 SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

| #/ (6M) Cases Promoted Product | Brand Styles | UPC Code |
|---|---|---|
| 2 | *Winston FF Box* | 12300-25252 |
| 2 | *Winston Light Box* | 12300-25253 |

Product / Premium Arrival: **April 13, 1998**
Ship Date to Retail: **Week of: April 27, 1998**

**Displays (Item #541085)**
SKU CUBE: **1.7500**
SKU WT (w/o Product): **3.7500 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT $ Amount: **$1,129.65**

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Source: https://www.industrydocuments.ucsf.edu/docs/ytxn0000

**Promotion Description**:
Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST***
***SEE ENCLOSED WHOLESALER PACKING INSTRUCTIONS***

A list of accounts authorized to receive packed displays is attached. 'RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$56.00 (2 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
L. E. MacWilliams

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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**WHOLESALER PACKING INSTRUCTIONS**

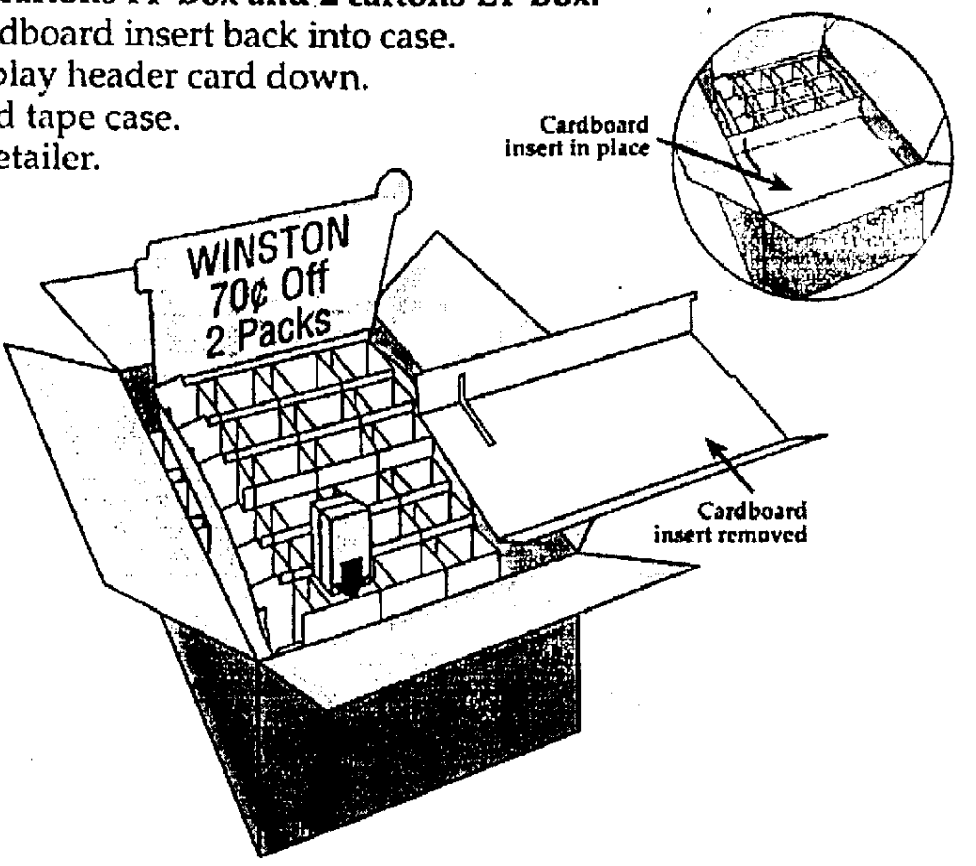
**VALUE ADDED PROMOTIONS** **2ND QTR.'98**

# May WINSTON .70/2 PK

*(70 cents off 2 packs)*

## STEPS

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.




**Item:** # 541085 WINSTON May .70/2 PK Display Kit
**Promotion Reporting Description:** WIN May .70/2 PK

| | | | | | | |
|---|---|---|---|---|---|---|
| **Brand Style** | | | | | | |
| **Number of Cartons** | | | | | | |

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Source: https://www.industrydocuments.ucsf.edu/docs/ytxn0000

ALER : 204600 SAM FRANK, INC. <DIRECT>
ATE : 800266 80500 WIN MAY .70/2 NO
LATE SEQ : 0905
LEVEL : 16XXXX

| R | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 302 | 162320 | 760741 | LIBERTY MARKET | LIBERTY ST | FAIR HAVEN | VT | 05743 | 1 | | | | (802)265-3820 |
| 302 | 162320 | 776167 | WELLS TRADING POST | ROUTE 30 BOX 56 | WELLS | VT | 05774 | 3 | | | | (802)645-0425 |
| 2302 | 162320 | 086858 | FAIRHAVEN MOBIL | MAIN ST | FAIR HAVEN | VT | 05743 | 2 | | 5247-0000 | | (802)265-8328 |
| 2302 | 162325 | 114548 | SALEMS MKT | MAIN ST | BENNINGTON | VT | 05201 | 2 | | | | (802)442-6856 |
| 162302 | 162325 | 114599 | WAYSIDE CNTRY STORE | RT 313 | WEST ARLINGTON | VT | 05250 | 1 | | | | (802)375-2792 |
| 162302 | 162325 | 114536 | YOTTS MKT | 600 GAGE ST | BENNINGTON | VT | 05201 | 1 | | | | (802)442-2221 |
| 162302 | 162325 | 021824 | WILLY'S VARIETY | GAGE STREET | BENNINGTON | VT | 05201 | 1 | | | | (802)442-2223 |
| 162302 | 162320 | 699047 | HEALD'S CITGO | 2 BEAMAN ST | POULTNEY | VT | 05764 | 1 | | | | (802)287-4000 |
| 162302 | 162325 | 760490 | VILLAGE MARKET | RT 7 | POWNAL | VT | 05261 | 1 | | | | (802)823-4020 |
| 162302 | 162320 | 295175 | POULTNEY SNACK SHOP | 12-14 MAIN ST. | POULTNEY | VT | 05764 | 1 | | 5247-0000 | | (802)287-2059 |
| 162302 | 162325 | 361067 | RIVER STREET VARIET | 138 RIVER ST | BENNINGTON | VT | 05201 | 1 | | | | (802)442-1553 |
| 163802 | 163828 | 086859 | PLAZA MOBIL | EVELYN ST | RUTLAND | VT | 05701 | 1 | | 5247-0000 | | (802)775-9903 |
| 163802 | 163828 | 114505 | GAGGIGES MKT | 172 GRANGER ST | RUTLAND | VT | 05701 | 1 | | | | (802)773-9898 |
| 163802 | 163825 | 198562 | MIDWAY FOOD MART | RTE 106 & MAPLE S | N SPRINGFIELD | VT | 05150 | 1 | | 5247-0000 | | (802)886-2329 |
| 163802 | 163828 | 319338 | PARK MOBIL | 5 N MAIN ST | RUTLAND | VT | 05701 | 1 | | 5247-0000 | | (802)773-3971 |
| 163802 | 163828 | 419552 | WEST STREET MOBIL | WEST ST | RUTLAND | VT | 05701 | 1 | | 5247-0000 | | (802)775-6355 |
| 163802 | 163829 | 466647 | MIDDLEBURY GULF | 16 QUART STREET | MIDDLEBURY | VT | 05753 | 1 | | 5247-0000 | | (802)388-4373 |
| 163802 | | 515853 | CASTLETON THRIFTY | RTES. 30/4 | CASTLETON | VT | 05735 | 1 | | 5247-0000 | | |
| 163802 | 163828 | 572045 | BOB'S TEXACO | 93 WOODSTOCK AVE | RUTLAND | VT | 05701 | 1 | | | 000503 | (802)775-2413 |
| 163802 | 163828 | 759647 | MIDWAY MOBIL | SOUTH MAIN ST | RUTLAND | VT | 05701 | 1 | | 5247-0000 | | (802)775-7628 |
| 163802 | 162320 | 760629 | WALLINGFORD MOBIL | ROUTE 7 | WALLINGFORD | VT | 05773 | 1 | | 5247-0000 | | (802)446-2257 |
| 163802 | 163828 | 760685 | OTTER VALLEY GROCER | RTE 7 | BRANDON | VT | 05733 | 2 | | | | (802)247-3881 |
| 163802 | 163825 | 964015 | BENNY'S SUNOCO | RTES 11 & 103 | CHESTER | VT | 05143 | 2 | | | | (802)875-2728 |
| 163802 | 163825 | 964312 | HARRINGTON'S MARKET | MAIN ST BOX 22 | N SPRINGFIELD | VT | 05150 | 1 | | | 000713 | (802)886-2639 |

PAGE BREAK TOTAL ACCOUNTS 24 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 24 TOTAL QUANTITY 30

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